CU eComm New Org Yesterday at 11:46 AM

❗ Special Announcement: Changes coming to eComm | eComm Update

To: Jennifer Mortensen

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eCommupdate

Every day, communicators across the CU System rely on the eComm program to build and strengthen relationships with their constituents, including students, faculty, staff, alumni and donors.

An integral component of these efforts is ensuring that Salesforce, Marketing Cloud and Cvent work in concert with one another and with minimal technical disruption. That effort is jointly supported by the eComm team in the Office of the President and the CRM Center of Excellence (COE) housed on the Boulder campus.

To better support communicators, an eComm upgrade is underway to allow for ongoing growth of the eComm program.

eComm Upgrade Website

What & Why

The eComm program exists within Salesforce in the same technical space as CU Boulder student success. This shared space creates challenges including data integrity, integration issues, platform stability and data visibility.

More: What & Why

When

The eComm upgrade will move eComm users, data, content, and functionality off of a shared Salesforce space to an eComm-specific one. The COE and eComm teams began work in fall '18 with a completion goal of April '19.

More: When

How

The eComm upgrade is a technical change that will not result in disruptions or gaps in communication. eComm Specialists will support project efforts and will work with users to truly maximize the power of the eComm tools. After extensive testing, the COE will work with eComm Specialists to transition users to the new environment.

More: How

Impact

While some login information and processes will change, usability will not be affected, and users will be able to to continue sending their communications. The COE will conduct a rolling migration of users based on planned communication and outreach efforts so that the impact of the technical change is minimal.

More: Impact

Outcome

The result of the eComm upgrade effort will give users access to the data that they need to communicate effectively and ensure that it is accurate, timely, and usable in a powerful way to increase constituent engagement throughout the CU System. The eComm upgrade will also pave the way for future program enhancements.

Questions or concerns?

The eComm Upgrade website contains additional information, including project descriptions, timelines, and FAQs about the transition and how it will affect you. We will post regular project updates on our eComm blog and will continue sending regular updates via email as well. Please reach out if we can be of assistance.

Website Updates Contact

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